

To: Perez, F J., Feltman, John P., Figueroa, David A., Klein, John F.
From: McHugh, Michael
Posted: 4/6/98 8:20
Opened: 4/6/98 9:27
Subject: Walmart Authorized Brands

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RF *Y*

To: All NYM Retail Managers

Attached are 2 letters and an excel brand list for Walmart. The Walmart.doc letter explains what needs to be done. If you have any questions, please call me. All of you just recently received brand detail 185's which should help you with the POG's.

Mike

CC: Maney, F, Mitchell, Greg, Grossberg, S, Dibenedetto, Charles A., Gambardella, Mark R., Brown, Greg,
1200 - New York Region (SCULLYA), Alese, Louann F.

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D. P. FITZGERALD
Area Manager - Operations
Winston-Salem, NC 27102
336-741-2053

SENT VIA MICROSOFT MAIL

March 31, 1998

TO: T. J. Fitzin T. A. McMahon
J. K. Jandes F. V. Natale
M. J. McHugh T. L. Sampson

FROM: D. P. Fitzgerald

SUBJECT: Wal*Mart - Product Availability

As each of you already know, Wal*Mart continues to grow in terms of their number of stores and the CIV they represent on a national basis. However, due to our limited space on PM's fixtures in these stores, our SOM is declining due to out-of-stocks. We currently are experiencing a 30% out-of-stock rate in their stores, which is absolutely destroying any chance we have to grow our business in Wal*Mart. In the short-term, we cannot increase the number of rows to merchandise our products, so our only other alternative is to reduce our SKU's and expand our facings on core/growth brands. The AVP's have all agreed to this approach and designated the month of May to complete this remerchandising of all Wal*Mart stores.

The first step in this process is to identify the brands that should be included on the plan-o-grams. These will be 30 core brand styles included on all plan-o-grams (list attached). There will also be additional space available for "local Sales discretion" on all plan-o-grams with the exception of the 8 foot sets. I have also included a list of Sales Area brands (8 styles), which I believe will handle the "local Sales discretion" selections based on Area business in carton outlets. These two lists will be handled with Wal*Mart and only these brand styles will be activated for order in their stores within the NESA.

The first page of the attachment includes a time-line for this project; Steps 4 and 5 are where your help is needed. You should conduct an analysis of the Sales Area brand styles and determine which brands should be included on the Region sheet and which styles should be included on each Division's sheet. Remember, only the styles needed to maximize our business should be included on the Division sheets. If we include all styles, we risk being in the same shape; inadequate space for our core/growth styles.

Once you complete this analysis, the Division sheets should be maintained by you for use with the remerchandising project. Additional information will be sent to each Region over the next week or so.

Call if you have any questions.

Best regards,

Don

D. P. Fitzgerald
DPF/bb
Attachments (98WALM.xls)

CC: R. F. Kane W. J. Roth
J. R. Loftin, Jr. P. E. Schmidt
L. T. Poole M. A. Young

Walmart.doc

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